



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 336158

Schedule Dates

10/10/12-10/16/12

Advertiser

Mitt Romney for President (5341)

Agency

American Rambler Productions (5998)

Product

Political - Federal Candidate (1067)

Brand

298 PRES (139308)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

KINCAID,STEPHANIE

Phone/Fax

/

CPE

298

Account Types

National/Political

Billing Type

Standard

Comments

ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

96

\$120,895.00

Rate

\$120,895.00

\$120,895.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	6A-6:30A (EST)				1	1	1			3	\$850.00	\$2,550.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
2.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	6A-6:30A (EST)		1	1						2	\$850.00	\$1,700.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
3.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	7A-8A (EST)		1	1						2	\$775.00	\$1,550.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
4.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	7A-8A (EST)				1	1	1			3	\$775.00	\$2,325.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
5.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	8A-9A (EST)		1	1						2	\$725.00	\$1,450.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
6.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	8A-9A (EST)				1	1	1			3	\$725.00	\$2,175.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
7.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	9A-10A (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
8.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	9A-10A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
9.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	10A-11A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
10.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	10A-11A (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
11.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	12P-1P (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
12.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	12P-1P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
13.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	1P-2P (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12
14.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	1P-2P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAV	10/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Beverly, MA 01915

Contract # 336158

Schedule Dates 10/10/12-10/16/12
Advertiser Mitt Romney for President (5341)
Agency American Rambler Productions (5998)
Product Political - Federal Candidate (1067)
Brand 298 PRES (139308)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name KINCAID,STEPHANIE
Phone/Fax /
CPE 298
Account Types National/Political
Billing Type Standard

Date Entered 10/09/12
Last Modified 10/09/12
Entered By Jill Hipskind
CO-OP No
Headline # 06367181
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$18,134.25
Net Total \$102,760.75
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total: 96 \$120,895.00

Comments ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	4P- 5P (EST)				1	1	1			3	\$825.00	\$2,475.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
16.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	4P- 5P (EST)		1	1						2	\$825.00	\$1,650.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
17.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	5P- 5:30P (EST)				1	1	1			3	\$850.00	\$2,550.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
18.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	5:30P- 6P (EST)				1	1	1			3	\$875.00	\$2,625.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
19.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	6P- 6:30P (EST)				1	1	1			3	\$1,100.00	\$3,300.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
20.0	Normal Line / Spot	10/10/12-10/12/12	4	:30	11P- 11:35P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
21.0	Normal Line / Spot	10/15/12-10/16/12	4	:30	11P- 11:35P (EST)		1	1						2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
22.0	Normal Line / Spot	10/15/12-10/16/12	4	:30	11:35A- 12:05A (EST)		1	1						2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
23.0	Normal Line / Spot	10/10/12-10/11/12	4	:30	11:35P- 12:05A (EST)				1	1				2	\$700.00	\$1,400.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
24.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	12:05A- 12:35A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	10/9/12
25.0	Normal Line / Spot	10/15/12-10/16/12	5	:30	5:30A- 6A (EST)		2	2						4	\$425.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
26.0	Normal Line / Spot	10/10/12-10/12/12	5	:30	5:30A- 6A (EST)				2	2	2			6	\$425.00	\$2,550.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
27.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	8P- 10P (EST)		2							2	\$7,000.00	\$14,000.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
28.0	Normal Line / Spot	10/16/12-10/16/12	4	:30	8P- 9P (EST)		1							1	\$6,800.00	\$6,800.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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Brand 298 PRES (139308)
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Sales Office Telerep/Philadelphia
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Phone/Fax /
CPE 298
Account Types National/Political
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Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total:
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\$120,895.00

Comments

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***** THIS IS A CASH IN ADVANCE SCHEDULE *****

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29.0	Normal Line / Spot	10/16/12-10/16/12	4	:30	10P- 11P (EST)			1						1	\$7,500.00	\$7,500.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
30.0	Normal Line / Spot	10/11/12-10/11/12	4	:30	10P- 11P (EST)				1					1	\$6,500.00	\$6,500.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
31.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	10P- 11P (EST)					1				1	\$4,600.00	\$4,600.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
32.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	7A- 8A (EST)						2			2	\$325.00	\$650.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
33.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A- 9A (EST)						2			2	\$475.00	\$950.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
34.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	12P- 12:30P (EST)						2			2	\$275.00	\$550.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
35.0	Normal Line / Spot	10/13/12-10/13/12	4	:30	7P- 7:30P (EST)						1			1	\$645.00	\$645.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
36.0	Normal Line / Spot	10/13/12-10/13/12	4	:30	8P- 11:30P (EST)						3			3	\$3,500.00	\$10,500.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
37.0	Normal Line / Spot	10/13/12-10/13/12	4	:30	11:30P- 12A (EST)						2			2	\$1,100.00	\$2,200.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
38.0	Normal Line / Spot	10/13/12-10/13/12	6	:30	5:30A- 6A (EST)						1			1	\$250.00	\$250.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
39.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	7A- 8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
40.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	8A- 9A (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
41.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	12P- 12:30P (EST)							2		2	\$275.00	\$550.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
42.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	6P- 6:30P (EST)							1		1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

KINCAID,STEPHANIE

Phone/Fax

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CPE

298

Account Types

National/Political

Billing Type

Standard

Comments

ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

96

96

Rate

\$120,895.00

\$120,895.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	10/14/12-10/14/12	4	:30	8p-9p (EST)								1	1	\$8,000.00	\$8,000.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
44.0	Normal Line / Spot	10/14/12-10/14/12	4	:30	9p-10p (EST)								1	1	\$8,500.00	\$8,500.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12
45.0	Normal Line / Spot	10/14/12-10/14/12	4	:30	11p-11:35p (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	2X MAX/DAY	10/9/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT9/12 10.49

BEVERLY, MA 01915

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT9/12	10.49
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CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:	RATE	:	START DATE	:	END DATE	:SPTS/WK:	WEEK INVT	:	DAYS	:TOTL SPTS:
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AGENCY ADVERTISER CODE = AGENCY EST# = 298
AGENCY PRODUCT CODE =

PROGRAM : NEWS
CON COM1 : 1X MAX/DAY

PROGRAM : NEWS
CON COM1 : 1X MAX/DAY

OCT9/12 10.49
*** WSOC-TV ***

OCT9/12 10.49
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-800A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$775.00	10/15	10/16	2		M-TU	2
4			700A-800A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$775.00	10/10	10/12	3		W-F	3
5			800A-900A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$725.00	10/15	10/16	2		M-TU	2
6			800A-900A PROGRAM : GMA CON COM1 : 1X MAX/DAY	30		\$725.00	10/10	10/12	3		W-F	3
7			900A-1000A PROGRAM : KELLY CON COM1 : 1X MAX/DAY	30		\$375.00	10/15	10/16	2		M-TU	2
8			900A-1000A PROGRAM : KELLY CON COM1 : 1X MAX/DAY	30		\$375.00	10/10	10/12	3		W-F	3
9			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30		\$375.00	10/10	10/12	3		W-F	3
10			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30		\$375.00	10/15	10/16	2		M-TU	2
11			1200N-100P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$375.00	10/15	10/16	2		M-TU	2

OCT9/12 10.49
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1200N-100P	30		\$375.00	10/10	10/12	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
13			100P-200P	30		\$375.00	10/15	10/16	2		M-TU	2
PROGRAM : THE CHEW												
CON COM1 : 1X MAX/DAY												
14			100P-200P	30		\$375.00	10/10	10/12	3		W-F	3
PROGRAM : THE CHEW												
CON COM1 : 1X MAX/DAY												
15			400P-500P	30		\$825.00	10/10	10/12	3		W-F	3
PROGRAM : DR OZ												
CON COM1 : 1X MAX/DAY												
16			400P-500P	30		\$825.00	10/15	10/16	2		M-TU	2
PROGRAM : DR OZ												
CON COM1 : 1X MAX/DAY												
17			500P-530P	30		\$850.00	10/10	10/12	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
18			530P-600P	30		\$875.00	10/10	10/12	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
19			600P-630P	30		\$1,100.00	10/10	10/12	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												
20			1100P-1135P	30		\$1,200.00	10/10	10/12	3		W-F	3
PROGRAM : NEWS												
CON COM1 : 1X MAX/DAY												

REP HEADLINE# 6367181
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT9/12 10.49
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			1100P-1135P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,200.00	10/15	10/16	2		M-TU	2
22			1135A-1205A PROGRAM : NIGHTLINE CON COM1 : 1X MAX/DAY	30		\$700.00	10/15	10/16	2		M-TU	2
23			1135P-1205A PROGRAM : NIGHTLINE CON COM1 : 1X MAX/DAY	30		\$700.00	10/10	10/11	2		W-TH	2
24			1205A-1235A PROGRAM : NIGHTLINE	30		\$700.00	10/12	10/12	1		FRI	1
25			530A-600A PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$425.00	10/15	10/16	4		M-TU	4
26			530A-600A PROGRAM : NEWS CON COM1 : 2X MAX/DAY	30		\$425.00	10/10	10/12	6		W-F	6
27			800P-1000P PROGRAM : DWTS	30		\$7,000.00	10/15	10/15	2		MON	2
28			800P-900P PROGRAM : DWTS RESULTS	30		\$6,800.00	10/16	10/16	1		TUE	1
29			1000P-1100P PROGRAM : PRIVATE PRACTICE	30		\$7,500.00	10/16	10/16	1		TUE	1
30			1000P-1100P PROGRAM : SCANDAL	30		\$6,500.00	10/11	10/11	1		THU	1
31			1000P-1100P PROGRAM : 20/20	30		\$4,600.00	10/12	10/12	1		FRI	1

OCT9/12 10.49
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32			700A-800A	30		\$325.00	10/13	10/13	2		SAT	2
PROGRAM : NEWS												
33			800A-900A	30		\$475.00	10/13	10/13	2		SAT	2
PROGRAM : GMA SAT												
34			1200N-1230P	30		\$275.00	10/13	10/13	2		SAT	2
PROGRAM : NEWS												
35			700P-730P	30		\$645.00	10/13	10/13	1		SAT	1
PROGRAM : NEWS												
36			800P-1130P	30		\$3,500.00	10/13	10/13	3		SAT	3
PROGRAM : COLLEGE FOOTBALL												
37			1130P-1200M	30		\$1,100.00	10/13	10/13	2		SAT	2
PROGRAM : NEWS												
38			530A-600A	30		\$250.00	10/13	10/13	1		SAT	1
PROGRAM : CHRIS MATTHEWS												
39			700A-800A	30		\$300.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS												
40			800A-900A	30		\$500.00	10/14	10/14	1		SUN	1
PROGRAM : GMA SUN												
41			1200N-1230P	30		\$275.00	10/14	10/14	2		SUN	2
PROGRAM : NEWS												
42			600P-630P	30		\$1,000.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS												
43			800P-900P	30		\$8,000.00	10/14	10/14	1		SUN	1
PROGRAM : ONCE UPON A TIME												

REP HEADLINE# 6367181
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT9/12 10.49
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
44			900P-1000P	30		\$8,500.00	10/14	10/14	1		SUN	1
PROGRAM : REVENGE												
45			1100P-1135P	30		\$1,300.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS												
OCT/12			120895.00									

CONTRACT TOTAL 120895.00
 TOTAL SPOTS 96

MARKET TOTALS \$345,414
 WSOC 35% WBTW 29% WCNC 24% WCCB 11% WJZY 1% WMYT 0% WAXN 0%
 CABL 0%
 SVC- NSI
 DEMOS- RA35+*